

### **REMARKS**

Claims 1-2, 6-7, 10-13, and 17-19 are pending in this application. In this response, Applicants have amended certain claims. In particular, claims 1, 6, 10, and 17 have been amended to clarify that one embodiment of the present invention involves providing a product attached with a label indicating an encrypted addressee name and address that is delivered via a shipping company to the decrypted addressee name and address based on the addressee name and address decrypted by the shipping company.

In light of the Office Action, Applicants believe these amendments serve a useful clarification purpose, independent of patentability. Accordingly, Applicants respectfully submit that the claim amendments do not limit the range of any permissible equivalents. As no new matter has been added, Applicants respectfully request entry of the amendments at this time.

### **THE REJECTIONS UNDER 35 U.S.C. § 102**

At pages 2-5 of the Office Action, the Examiner rejected claims 1-2 and 6-7 under 35 U.S.C. § 102(b) as being anticipated by U.S. Patent Publication No. 20020007323 to Tamatsu ("Tamatsu"). Applicants submit that the Examiner's rejections have been traversed for at least the reasons that follow.

Tamatsu discloses an order placement and settlement system. The system provides secure transactions in online shopping by using the intermediation of settlement bodies that authenticate buyers and sellers. Abstract. A buyer's computer accesses the seller's server to obtain purchase order information and transmits the information to the settlement body. *Id.* On the basis of that information, the settlement body references buyer credit databases provided to it and then transmits the purchase order to the seller's server only when the buyer is capable of making payment. *Id.*

As shown above, Applicants have amended independent claims 1 and 6. By virtue of the amendments, the claims recite that one embodiment of the present invention includes a product that is attached with a label indicating an encrypted addressee name and address that is delivered via a shipping company to the decrypted addressee name and address based on the addressee name and address decrypted by the shipping company. *See, e.g.,* Written Description at page 32, lines 14-24 and FIG. 12 (S1224, S1225).

Tamatsu, however, fails to teach or suggest this feature of the present invention. Instead, Tamatsu states that “at this point the purchase order information contains, in addition to price and a product number or other means of specifying the product, the buyer’s name, address, telephone number and other such information required for product shipping purposes.” Tamatsu at para. 0091-0092 and FIG. 8. Thus, the buyer’s name and address are sent from the settlement body server 5 to a seller for a shipping purpose. Tamatsu does not disclose security of privacy between a purchased product name and the buyer’s name and address.

At least because Tamatsu does not teach each and every feature recited by amended independent claims 1 and 6, Applicants submit that the Examiner’s § 102 rejections have been traversed. Reconsideration and allowance is respectfully requested.

### **THE REJECTIONS UNDER 35 U.S.C. § 103**

At pages 6-7 of the Office Action, the Examiner rejected claims 10-12 under 35 U.S.C. § 103(a) as being obvious over Tamatsu in view of U.S. Patent Publication No. 20020126780 to Oshima *et al.* (“Oshima”). At pages 9-12, the Examiner also rejected claims 17-19 under 35 U.S.C. § 103(a) as being obvious over Tamatsu in view of Oshima and U.S. Patent Publication No. 200100401988 to Lin (“Lin”). Applicants submit that the Examiner’s rejections have been overcome at least for the following reasons.

Oshima generally relates to providing a reception section that receives product information and service information and a barcode formation section that forms a barcode based on the received information. Abstract. The barcode formed by the barcode formation section is displayed on a display section and a barcode reader provided at a shop terminal is allowed to read the barcode. Moreover, Lin generally relates to a method for transferring electronic vouchers over a network system for defining and rewarding an after-sales service and customer care activity.

As shown above, claim 10 has been amended to recite that the product is attached with a label indicating encrypted a client name and address that is delivered via a shipping company to the client based on the client name and address decrypted by the shipping company. Claim 17 has been amended in a similar manner. As discussed above, Tamatsu teaches sending a buyer’s name and address from the settlement body server 5 to a seller for shipping purposes. *See, e.g.,*

para. 0091-0092 and FIG. 8. Thus, Tamatsu does not disclose security of privacy between a purchased product and a buyer's name and address.

Oshima and Lin fail to cure the deficiencies of Tamatsu, *i.e.*, they do not disclose security of privacy between a purchased product and a buyer's name and address. Therefore, neither Tamatsu, Oshima, nor Lin teach or suggest the features of the present invention currently recited by amended independent claims 10 and 17. For at least these reasons, Applicants submit that the Examiner's § 103 have been traversed. Reconsideration and allowance of the pending claims is respectfully requested.


### CONCLUSION

All claims are believed to be in condition for allowance. If the Examiner believes that the present amendments and remarks still do not resolve all of the issues regarding patentability of the pending claims, Applicants invite the Examiner to contact the undersigned attorneys to discuss any remaining issues.

A Petition for Extension of Time is submitted herewith extending the time for response two months to and including April 17, 2007. No other fees are believed to be due at this time. Should any fee be required, however, please charge such fees to Bingham McCutchen LLP Deposit Account No. 195127, Order No. 19546.0042. .

Respectfully submitted,  
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